



Ralph Duke shown above with his family announced this week that an IGA Super Store would be opening in the location formerly occupied by Doves (top picture). The store will be a complete service outlet catering to the needs of Heber Valley and the surrounding area.

Wasatch County Welcomes Heber Valley IGA Super Store

Wasatch County welcomes Heber Valley IGA to town. Ralph Duke is pleased to again have the opportunity to serve the people of this community in the grocery business. Ralph will be the owner-operator of Heber Valley IGA Super Store. He brings much experience to the business.

For over twenty-two years, Ralph has been serving the people of this community in the grocery business. He started as a box boy with Safeway in 1966 while in high school, and has worked in each grocery store position as he ad-

vanced to eventual store manager. He thoroughly enjoys the grocery business.

When asked what he felt Heber Valley needed in the area of the grocery business, he said, "The people of this Valley want quality, friendly service, and fair pricing."

In reference to quality, Ralph knows people expect the best for their money. "They work hard for what they have, and when they spend it, they expect top quality whether it be for a head of lettuce, a watermelon, or a piece of meat.

There is nothing more frustrating than to buy something that looks good on the counter and then get it home and find the quality of the merchandise is not what you expected."

"Friendly service, one of the joys of living in this great country is free agency. We are free to shop where we want, when we want, and to purchase what we want. Along with this, people expect to be treated like their business is appreciated. A helping hand and a thank you go a long way. We, at Heber Valley IGA, are committed to that service. You are not just a customer, you are our friends."

"Fair pricing, people want to know the price they are paying for whatever item they are purchasing is comparative with the rest of the market place." Ralph is committed that the Heber Valley IGA Super Store will be known for quality, friendly service, and fair pricing. Ralph also mentioned, "The success of any business is its customers. They, the residents of Center Creek, Charleston, Daniel, Heber, Lake Creek, Midway, and Wallsburg, and the surrounding areas, need to feel it is their store." He wants to create that "Home Town Pride" and welcome all of your suggestions.

Heber Valley IGA offers the following services: all your grocery needs, meat department, bakery, pharmacy, deli, produce department, film developing, stamps, and money orders.

Ralph is a lifetime native of the Heber Valley. He is the son of the late Howard and Ellen Duke. He and his wife, Kim, are the parents of four children: R. L., Michael, Spencer, and Katie Ellen. Ralph has been involved in community services in a variety of functions. He is presently serving as First Counselor in the Heber City Utah East Stake Presidency. Prior to this, he served six years as the bishop of the Heber First Ward.

Ralph and his crew welcome you to shop your store, the Heber Valley IGA Super Store.

Grand Opening will be June 7. The store hours will be Monday-Saturday, 7 a.m. to 10 p.m. and Sunday, 8 a.m. to 9 p.m.



*Get close up
picture
of over
door sign*